

WBNS-TV, Inc. **DEPT L-1133**

COLUMBUS, OH 43260-1133

GMMB 1010 Wisconsin Avenue Suite 800 Washington, DC 20007

Contract # 103087

Agency

Product

Brand

Salesperson

Date:

Schedule Dates 10/23/12-10/29/12 Advertiser Obama for America (6765)

GMMB (4408)

Political/Candidate (1161) political candidate (1775)

Philadelphia Office, Philly (1680)

Sales Office Eagle Television/Philadelphia Office

KAUFMA, MEREDITH **Buyer Name**

Phone/Fax

CPE 95/101/1904/SKED C

Account Types National/Political Billing Type Standard

Comments OBAMA/P/D SKED C

OBAMA FOR AMERICA SKED C

Date Entered Last Modified

10/01/12 10/01/12

\$66,810.00

Kathy Sparks **Entered By** No CO-OP

ECR07909311 Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Date:

Comments:

Commission \$11,790.00

Net Total Sales Tax

WBNS-TV (WBNS)	_	n
By Broadcast Month	Spots :	<u>Rate</u>
Oct. 2012	41	\$64,400.00
Nov. 2012	8	\$14,200.00
Grand Total:	49	\$78,600.00
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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We	Th	Fr	Sa Su	Sp	ots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	5A- 5:55A (EST)	1	x		. 1	i I	1	1		1	\$800.00	\$800.00	WBNS-TV (WBNS)	5A NEWS	10/1/12
2.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	5:57A- 7A (EST)	1		Х	х	x	x ¦	!		1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	6A NEWS	10/1/12
1	Normal Line / SPOT	10/23/12-10/26/12	3	:30	7A- 8A (EST)	2		Х	х	X	х	!		2	\$1,200.00	\$2,400.00	WBNS-TV (WBNS)	CBS THIS MORNING AT	10/1/12
4.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	8A- 8:55A (EST)	2		Х	×	Х	x	:		2	\$1,000.00	\$2,000.00	WBNS-TV (WBNS)	CBS THIS MORNING AT 8AM	10/1/12
5.0	Normal Line / SPOT	10/27/12-10/27/12	3	:30	4:58A- 6:56A (EST)	1						x ¦		1	\$400.00	\$400.00	WBNS-TV (WBNS)	SAT AM NEWS	10/1/12
+	Normal Line / SPOT	10/28/12-10/28/12	3	:30	8:58A- 10:30A (EST)	1	Ι.,					¦ x		1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	CBS SUNDAY MORNING	10/1/12
7.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	8:58A- 9:55A (EST)	2		Х	Х	; x ;	Х	ž		2	\$800.00	\$1,600.00	WBNS-TV (WBNS)	KELLY	10/1/12
8.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	9:58A- 10:55A (EST)	4		Х	X	x	Х	- 1		4	\$800.00	\$3,200.00	WBNS-TV (WBNS)	DEAL	10/1/12
9.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	10:58A- 11:57A (EST)	3		Х	Х	X	Х			3	\$800.00	\$2,400.00	WBNS-TV (WBNS)	TPIR	10/1/12
10.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	11:58A- 12:30P (EST)	3		×	X	, X ;	Х			3	\$1,200.00	\$3,600.00	WBNS-TV (WBNS)	NOON NEWS	10/1/12
11.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	12:30P- 2P (EST)	3		Х	Х	X	Х	1		3	\$1,200.00	\$3,600.00	WBNS-TV (WBNS)	SOAPS	10/1/12
12.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	2P- 3P (EST)	3		Х	X	¦ x ¦	X	1		3	\$800.00	\$2,400.00	WBNS-TV (WBNS)	THE TALK	10/1/12
	Normal Line / SPOT	10/23/12-10/26/12	3	:30	3P- 3:55P (EST)	3		Х	X	, x	х			3	\$800.00	\$2,400.00	WBNS-TV (WBNS)	PHIL	10/1/12
	1	<u> </u>			CON	FIF	RM.	ΔΊ	TC	N	CC)NT	R/	٩C	2012/141				

"WBNS-TV, Inc., and its stations do not discriminate in advertising contracts on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is herby rejected."

Accepted-Station:

Accepted-Agency/Advertiser:



WBNS-TV, Inc. **DEPT L-1133**

COLUMBUS, OH 43260-1133

GMMB 1010 Wisconsin Avenue Suite 800 Washington, DC 20007

Contract # 103087 Schedule Dates

10/23/12-10/29/12 **Advertiser** Obama for America (6765) Agency GMMB (4408)

Product Political/Candidate (1161) Brand political candidate (1775)

Salesperson Philadelphia Office, Philly (1680) Eagle Television/Philadelphia Office Sales Office

Buyer Name KAUFMA, MEREDITH Phone/Fax

CPE 95/101/1904/SKED C **Account Types** National/Political

Billing Type Standard OBAMA/P/D SKED C Comments OBAMA FOR AMERICA SKED C

Date Entered 10/01/12 Last Modified 10/01/12

Kathy Sparks **Entered By** CO-OP

ECR07909311 Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$11,790.00 Net Total \$66,810.00

Sales Tax

WBNS-TV (WBNS) By Broadcast Month **Spots** <u>Rate</u> \$64,400.00 Oct. 2012 41 Nov. 2012 8 \$14,200.00 Grand Total: \$78,600.00 49

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We	: Th	Fr	Sa Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	3:58P- 5P (EST)	3	3	X	X	Х	; X		3	\$800.00	\$2,400.00	WBNS-TV (WBNS)	oz	10/1/12
15.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	6:58P- 7:30P (EST)	3	3	X	X	Х	ÌΧ	1	3	\$2,800.00	\$8,400.00	WBNS-TV (WBNS)	JEOPARDY	10/1/12
16.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	7:30P- 7:57P (EST)	3	3	χ	χ	X	¦Χ		3	\$2,800.00	\$8,400.00	WBNS-TV (WBNS)	WHEEL	10/1/12
17.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	9P- 10P (EST)	1	ιx		-	Ţ.		i	1	\$6,000.00	\$6,000.00	WBNS-TV (WBNS)	2 BROKE GIRLS/MIKE	10/1/12
18.0	Normal Line / SPOT	10/26/12-10/26/12	3	:30	7:57P- 9P (EST)	1				İ	X	!	1	\$4,000.00	\$4,000.00	WBNS-TV (WBNS)	CSI NY	10/1/12
19.0	Normal Line / SPOT	10/28/12-10/28/12	3	:30	8P- 9P (EST)	1	i			İ	f	; x	1	\$8,000.00	\$8,000.00	WBNS-TV (WBNS)	AMAZING RACE	10/1/12
20.0	Normal Line / SPOT	10/28/12-10/28/12	3	:30	9P- 10P (EST)	1	ι	1	-	Ī	1	į X	1	\$6,000.00	\$6,000.00	WBNS-TV (WBNS)	GOOD WIFE	10/1/12
21.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	11:35P- 12:37A (EST)	1	ı]	· X	. X	X	¦χ	1	1	\$800.00	\$800.00	WBNS-TV (WBNS)	LETTERMAN	10/1/12
22.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	8A- 8:55A (EST)	1	ι×			:	!		1	\$1,000.00	\$1,000.00	WBNS-TV (WBNS)	CBS THIS MORNING AT 8AM	10/1/12
23.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	8:58A- 9:55A (EST)	1	ı x		:	1	!		1	\$800.00	\$800.00	WBNS-TV (WBNS)	LIVE WITH KELLY	10/1/12
24.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	11:58A- 12:30P (EST)	1	i x	I					1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	NOON NEWS	10/1/12
25.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	2P- 3P (EST)	1	1 X	1		1	1	1	1	\$800.00	\$800.00	WBNS-TV (WBNS)	THE TALK	10/1/12
26.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	3:58P- 5P (EST)	1	ı x	:		!	i		1	\$800.00	\$800.00	WBNS-TV (WBNS)	DR OZ	10/1/12
					CON] ⊋N.	ΛΔ"	ri <i>c</i>	M	C_{i}	TINC	RAC	27				

ccepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:

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V	VBNS	® TV

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Contract # Schedule Dates

Advertiser Agency

Product Brand

Salesperson Sales Office

Buyer Name Phone/Fax CPE

Account Types Billing Type Comments

103087

10/23/12-10/29/12

Obama for America (6765)

GMMB (4408)

Political/Candidate (1161) political candidate (1775)

Philadelphia Office, Philly (1680)

Eagle Television/Philadelphia Office KAUFMA, MEREDITH

95/101/1904/SKED C

National/Political Standard

OBAMA/P/D SKED C OBAMA FOR AMERICA SKED C **Date Entered**

10/01/12 **Last Modified** 10/01/12 Kathy Sparks **Entered By**

No CO-OP

ECR07909311 Headline #

Demo

Order Type Normal

Package Deal

Commission

Commission % 15.00

\$11,790.00 Net Total \$66,810.00

Sales Tax

WBNS-TV (WBNS) By Broadcast Month Oct. 2012 Nov. 2012	<u>Spots</u> 41 8	<u>Rate</u> \$64,400.00 \$14,200.00
Grand Total:	49	\$78,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SP	W I	Мо	Tu V	Ve TI	h Fr	r Sa	Su	Spots	Rate	Total	Station	Comments	Entered
27.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	7:30P- 7:57P (EST)		1	x		1				1	\$2,800.00	\$2,800.0	WBNS-TV (WBNS)	WHEEL OF FORTUNE	10/1/12
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Accepted	Accepted-Agency/Advertiser: Date:							Accepted-Station: Date:							Date:	Comments:			

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